

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

AD# BCK242-D1 REQ# M22723 "MAJOR BUCKS" - PAGE 4/C (5-5/8 X 7-3/4) T.V. GUIDE, 1991

Printed in U.S.A.

MAJOR BUCKS



Full rich flavor,
not full price.

Available in Kings & Kings Lights

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SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

MS's suggested retail price.

Kings Lights 11 mg "tar",
0.7 mg nicotine—Kings 14 mg
"tar", 1.0 mg nicotine av.
per cigarette by FTC method.



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